A First-of-its-Kind Turnkey Solution for Retailers & Device Manufacturers

Ayla FastTrack - which combines hardware, software, & services - addresses the very real problem of IoT value and brings down the barriers to adoption by simplifying IoT projects.

**Key Solution Components**

The Ayla FastTrack solution comprises three elements:

- **Plug & Play Modules** – fully productized hardware pre-packaged with highly secure firmware & embedded agent pre-configured for specific device types
- **Pre-built Mobile Applications** – fully productized white-label (iOS & Android) apps optimized for 5-star user/consumer experiences out-of-the-box
- **Simple private/white-label devices** – available through a network of original device manufacturers (ODMs)

**Benefits & Value Proposition**

Ayla FastTrack - which combines hardware, software, & services - addresses the very real problem of IoT value and brings down the barriers to adoption by simplifying IoT projects.

- Get to market 10x faster than custom deployments with a high quality differentiated product
- Significantly cheaper application development & management (up to 50%)
- Fully optimized user experience out-of-the-box
- Minimized cybersecurity exposure & reputational risk
- Opportunity for retailers to evolve from selling commodity hardware to full smart home solutions
Solution Overview

### Primary Use Cases

- **Retailers** that want to grow their smart home device offering(s) to include quality commodity hardware & high-end products in an affordable, secure manner that can be controlled through a single mobile app.

- **Retailers** that want to have a private brand of smart home devices with a branded mobile application can white-label these devices through Ayla FastTrack with a branded mobile experience.

- **Retailers** that already have ODMs for commodity hardware but are finding it cost-prohibitive can leverage Ayla FastTrack to replace the existing, more expensive module with a low-cost Wi-Fi module.

- **Manufacturers** of bulbs, plugs, switches, and other products using a white-label approach can benefit from the array of high-quality, secure, cloud-ready components of Ayla FastTrack.

### Ready to Grow?

The introduction of smart connected devices provides multiple possible business benefits, including new revenue opportunities, competitive differentiation, and possibly reduced customer support costs. Ayla FastTrack will shorten your time to market which will likely offer additional advantages such as, reduced R&D costs, improved customer satisfaction, and market share growth.

Beyond the initial product introduction, Ayla FastTrack will be your springboard for future smart home development. Custom enhancements may be optionally implemented in almost any aspect of the solution. For example, Ayla device edge analytics can be integrated into your own CPU and operating system. Mobile app functionality can be augmented with additional device-specific features. And machine learning or AI can be utilized to optimize product behavior or technical support. Ayla FastTrack is your ticket to get started, quickly, easily, and risk-free.

For more information, to request product samples, or for a demonstration please contact fasttrack@aylanetworks.com.